



MWR THEME OPERATIONS



Welcome to the Anniversary Edition of E-News.

One year ago we launched this newsletter to provide you with a tool to communicate with us and each other. Our readership has increased from 100 to over 300 in the past year. We've shared stories of successful unit promotions, team members who have transitioned, and colleagues who have received accolades and awards. We've provided articles on ServSafe topics, management issues, marketing ideas, grand openings and a "Back to Basics" column to remind everyone about proper food production and sanitation procedures.

We want this newsletter to be your tool for sharing. Let us know what you want to see here. Send us your general operational questions and we will answer them here so everyone can benefit from the information. Do you have equipment to sell? Let us know. Do you have a great idea to share? Let us know.

Each and everyday in MWR facilities around the world we remain steadfastly focused on "creating the experience that provides America's Best and their families a sense of being home." How are you taking care of your guests? Let us know, we'd love to hear from you. Thanks again for helping to make *E-News* a success.

Have a wonderful summer and keep up the great work!

Roger Weger
Chief, Food Services
Division

Success at Picatinny Arsenal Frog Falls Aquatic Park Primo's Express

This Primo's Express Grand Opening on 1 June was an exciting one for everyone involved. The young staff members eagerly embraced the Primo's Express concept and the training. "The heat wave that engulfed the northeast in early June helped make Primo's a huge success at Frog Falls." Says Kerry Deckert, Manager. "We generated \$9,986. in just 19 days. Last year's total for the first 19 days was only \$5,327. We even had our first ever \$3K day on June 5th."

Becky Crane, a 3-year veteran of the former Lily Pad Café remarked, "The system is so much easier to use. I can't believe how much faster things are. We are already almost halfway to our goal of 1000 pizzas this season! We haven't even opened full time yet."



“The greatest thing that Primo’s has done for Frog Falls,” says Kerry Deckert, “is instill a sense of excitement and pride in our team members. They are enthusiastic about Primo’s and I am experiencing fewer call-outs. Naomi Falsetto and Tony Marko really infused the staff with energy and our customers are noticing. I have received numerous customer comments on how much friendlier the staff is. This has been a real success.”



Team members at Frog Falls Aquatic Park Primo's Express

Upcoming Openings

Menwith Hill Station, England will reflag their Steeplebush II cafeteria to **Primo's Express** on 8 July 05.

Mulligan's will open in the new Medal of Honor Golf Course Clubhouse at Quantico Marine Corps Base on 12 July 2005. This is the third MWR Theme Operation unit to open on a Marine Corps Base. The other two are located at MCAS Beaufort, SC.

Getting Back to Basics: Proper Use of the Three-Compartment Sink

Contributing to an incident of food-borne illness should be of primary concern to any foodservice operator. Proper use of the “Three-Compartment Sink” can help reduce the opportunity for our guests to contract a food-borne illness.

Before cleaning and sanitizing items in a three-compartment sink, each sink and all work surfaces must be cleaned and sanitized. Follow the steps listed below when cleaning and sanitizing tableware, utensils and equipment.

1. Rinse, scrape, or soak all items before washing
2. Wash items in the first sink in a detergent solution of at least 110 degrees. Use a scrub pad or brush to loosen the remaining soil. Replace the detergent solution when the suds are gone or the water is dirty
3. Immerse or spray rinse items in the second sink using water at least 110 degrees. Remove all traces of food and detergent. If using the immersion method, replace the rinse water when it becomes cloudy or dirty

4. Immerse items in the third sink in hot water or chemical sanitizing solution. If hot water immersion is used, the water must be at least 171 degrees. The items must also be immersed for thirty seconds. If chemical sanitizing is used, the sanitizer must be mixed at the proper concentration and the water temperature must be correct. Check the concentration of the sanitizing solution at regular intervals with a test kit
5. Allow all items to air dry before putting them away

Eco-Labs provide a full line of cleaning and sanitizing products. We recommend:

Geosystem 9000 – Manual pot and pan detergent
QUAT – Sanitizing Solution

These products are most effective when the proper amounts are used as recommend by your distributor. Follow these simple steps and you'll be helping to reduce the risk of your guests possibly contracting a food –borne illness. (POC: Roger Disbrow, (703) 681-5215, e-mail roger.disbrow@cfsc.army.mil)

Test Your Knowledge About ServSafe

1. Q. True or False: The FDA writes the food regulations that must be followed by each establishment.
2. Q. True or False: Health inspectors are generally employees of the Center for Disease Control and Prevention.
3. Q. True or False: You should ask to accompany the health inspector during the inspection of your establishment.

Transitions

Dan Ahern, Director, MWR at Redstone Arsenal, AL will become the MWR Chief, IMA Korea. He transitions later this summer.

Steve Morley, Pacific Rim Area Manager will move back to CONUS the first week of July. Steve will continue to serve the Pacific Rim and will assist with the growing number of CONUS-based MWR Theme Operations. We are very excited to have Steve back with us. His expertise will be welcome!

Migdalia Vega joined the Fort Dix Mulligan's as Kitchen Manager on 17 March. Mig moved over from the Bowling Center. Her prior experience includes 2 years as cook supervisor in Reggie's at Schofield Barracks, HI. We welcome Mig back to the team.

Priya McManus, Special Events Coordinator at SUSA Ft Bragg has transitioned to Club Manager of the Green Beret Club on Ft Bragg, NC. Her replacement at Ft Bragg is **Mia Agulair**. Please welcome Mia to our MWR Theme Operations Family.

Upcoming Seasonal Promotions

The new seasonal promotion for theme operations restaurants starts in September and will run through December. The Chicken Cordon Bleu sandwich is a tall stack of grilled chicken, sliced deli ham, Swiss cheese and zesty horseradish mustard. The pizza promotion is a bundled deal that is

timed for the back-to-school rush and fall sports season. The promotion is called, "Bring Home a Dinner Party Tonight!" It offers a large, three-topping pizza and a dozen wings for \$14.95. The value price is intended to bring guests into your restaurant---especially those who have never visited before. The \$14.95 price is a great deal for your guests and will likely drive increased foot traffic to your location and once in the door order additional items—especially those high-gross profit margin soft drinks!

The information for the Chicken Cordon Bleu sandwich is in the Theme Operations Promotion Plan binder. It's also available as a download from www.prafulfillment.com. The pizza promotion is not included in the binder. Unit managers can get more information from their Area Managers. Marketing offices have already been notified about both promotions and have what they need for local publication. Posters and static clings will be shipped to units in August.



Special Note:

We're testing a new type of static cling material that has an adhesive backing. The adhesive is formulated to be residue-free, and not leave sticky film when removed. The new cling is included with your pizza promotion kit. When you peel the protective backing off the cling you'll be able to stick it onto any flat surface. If this new "sticky back" works as well as we think it will, we'll start producing all future static clings on the new material. (POC: Sharon Bertschi, 703-508-5894, e-mail: sharon.bertschi@cfsc.army.mil.)

Theme Snack Bar Promotion at Yongsan Lanes

In May, Robert Victorine, Manager of 32-lane Yongsan Lanes concluded a three-month promotion by giving away a 65" Sony Television. For the three month period, guests who made purchases (over \$3) at Habanero/ Primo's Express/Strike Zone could write their name and telephone number on the receipt and place it in the drawing box. On May 30th, receipts were drawn for a chance at the prizes. Contestants had to be present to win. Thirty-two winners were selected for an opportunity to roll a 9-pin or better strike under cosmic bowling conditions. Those contestants that got 9 pins or more were able to draw an envelope that contained a locker number and combination. Contestants opened the lockers to reveal their prize. All final contestants received a prize, but the grand prize was the 65" Sony Television. Sponsors of the promotion were 'Pharmaceutical Journal' and Miller Brewing Company. For more information, contact Robert Victorine, e-mail: victorineR@korea.army.mil .

Answers To ServSafe Questions

1. False. The FDA writes the Food Code, which lists the governments' recommendations for foodservice regulations, which are intended to assist state health departments in developing regulations for a foodservice inspection program.
2. False. They are city, county, or state health inspectors
3. True

Developing a Promotions Calendar

Having a good promotional calendar is essential to running a good business. The goal of a promotional calendar is to help build business and add variety to your menu. It also allows managers time to meet with the Marketing representatives to get the word out. Another advantage to good planning is it gives the storeroom clerks time to get the product in, and to train the crew members how to prepare the menu item. A good plan starts out with a good calendar that can be projected out for the next 18 months to two years. The first type of promotion to plan for is a Limited Time Offer (LTO). Plan to run the LTO for at least 60 days. This includes the 95-cent cheeseburger. The next type of promotion is the Tri-Annual Promotions. MWR Theme Operations sends these promotions out 90 days in advance of running the promotion. This promotion will run for a total of 4 months. The last type of promotion to plan for is the Sustained Promotion. This might include a trendy diet meal, such as a Low Carb menu item. This promotional plan should be updated on a monthly basis. MWR Theme Operations provides all Business Manager's with a 15-month Planning Calendar. Use this tool as a start point for your promotional plan. If you follow these simple steps of planning, sales will increase. A simple promotional plan from the Heidelberg Strike Zone snack bar is provided below. (POC: Brad Puterbaugh, e-mail: brad.puterbaugh@cfsc.army.mil)

HEIDELBERG STRIKE ZONE											
PIG PIE PIZZA				CHICK PARM SAND & ALFREDO PIZZA				BUFFALO CHICKEN PIZZA			
LOW CARB											

Marketing Tip: MWR Business Program Manager's Planning Calendar

The MWR Business Program Manager's Planning Calendar, provided to all locations, is a great tool to use to generate new ideas to build your business. The Calendar is full of ideas, information and resources. Now is the time to start planning your late Fall and Winter events – just to add some “spice” to your operation. Take a look. More information can be found at: www.mwrpromotions.com.

NFL Sunday Ticket Rates:

Are you ready for some football? Yes, it's that time of the year. The NFL season begins on Thursday Night, 8 September 2005. For Direct TV NFL Sunday Ticket Subscribers the season begins on Sunday, 11 September 2005. To help you get ready for the NFL Season we have made contact with Direct TV and have secured the following pricing for the NFL Sunday Ticket.

	<u>Fire Code Occupancy</u>	<u>Season Fee</u>
1.	1-50	\$674
2.	51-100	\$1,079
3.	101-200	\$1,844
4.	201-350	\$2,609
5.	351-500	\$2,879

An official memorandum will be sent out by the Community and Family Support Center, NAF Contracting Office highlighting all of the specifics about Direct TV NFL Sunday Ticket. (POC: George Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Reminder: CMCE Exam

The International Military Community Executives Association (IMCEA) has agreed to offer the CMCE exam on Wednesday evening, 8 February 2006, during the 2006 MWR Theme Operations Managers' Conference. Testing for certification is open to both IMCEA members and non-members. The fee for IMCEA non-members is \$50.00. The CMCE is the only MWR certification to hold national recognition status with the National Certification Commission. For more information please call IMCEA Headquarters at (254) 554-6619, or visit the IMCEA website at: www.imcea.com

Attention Strike Zone Managers!

MWR Theme Operations will conduct a Brand conference call for Strike Zone Managers on, Thursday, 28 July 2005, at 0900 (East Coast Time). This conference call is a result of feedback provided by Theme Managers who attended the Unit Managers' Conference in April 2005. An agenda will follow in the coming weeks. This is your opportunity to network with other Strike Zone Managers and the MWR Theme Operations team to find out what issues managers are experiencing at other installations. For more information please contact George Dickson at the following e-mail address or by phone. (POC: George Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Closing Thoughts

“Don't count the days, make the days count!” – Muhammad Ali

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